

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants	:	William P. Price et al.	Group Art Unit 3622
Appl. No.	:	10/022,558	
Filed	:	December 14, 2001	
For	:	AUDIOVISUAL SYSTEM AND METHOD FOR DISPLAYING SEGMENTED ADVERTISEMENTS TAILORED TO THE CHARACTERISTIC VIEWING PREFERENCES OF A USER	
Examiner	:	Daniel Lastra	

AMENDMENT AND RESPONSE TO MARCH 18, 2008 FINAL OFFICE ACTION**Mail Stop AF**

U.S. Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the March 18, 2008 Final Office Action, Applicants request the Examiner to reconsider the above-identified patent application in view of the following amendments and remarks.

Amendments to the Claims: Begin on page 2 of this Response.

Remarks: Begin on page 9 of this Response.